

ADVERTISING SYSTEM AND METHOD USING LOTTO GAME

ABSTRACT OF THE DISCLOSURE

An advertising system and method using a lotto game. The advertising system provides a user with a free-of-charge lotto game in payment for the exposure of advertising messages, enables the user having a lotto-game subscription coupon manufactured by an advertiser to enjoy the free-of-charge lotto game such that it can encourage the user to aggressively view the advertising messages of the advertiser by himself or herself, resulting in the maximum advertising effect of the desired advertisement.

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